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AUTHOR Patton, Michael Quinn
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ABSTRACT

This new edition offers an evaluation text that ranges from identifying the primary users of an evaluation to focusing the evaluation, making methods decisions, analyzing data, and presenting findings. Both practical and theoretical, the book tells how to conduct program evaluations and why they should be conducted in the manner prescribed. Each chapter contains both a review of the relevant literature and actual case examples to illustrate major points. Part 1, "Toward More Useful Evaluations," considers the challenges and mandates of evaluation use, what utilization-focused evaluation really is, and the intended uses of findings and processes. Part 2, "Focusing Evaluations: Choices, Options, and Decisions," discusses evaluator roles, the outcomes of evaluation, and other aspects of program evaluation. In part 3, "Appropriate Methods," ways to conduct evaluations and report results are outlined. "Realities and Practicalities of Utilization-Focused Evaluation," part 4, considers the processes and premises of utilization-focused evaluation in light of the contexts of power, politics, and ethics. Exhibits offer summaries and illustrations, and "menus" present options as evaluators work with users to select evaluation approaches. (Contains 9 menus (figures), 53 exhibits, and numerous references.) (SLD)

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